To: Young, Mark, Oconnor, Lori
From: Maney, F
Posted: 8/25/96 22:47
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Subject: TERRITORY REPRESENTATIVES

WHAT'S GOING RIGHT?

Increased penetration and frequency of low volume calls.

Contracts for minimal payments but no sacrifice in display standards appearing.

Rapport with low volume retailers growing with exterior presence building slowly but surely.

Although measurement is difficult, believe that our share in these calls has gone up!

WHAT'S GOING WRONG?

The feeling that sales reps. occupying the position have(not new hires) -

they are the third tier of the sales force
they have not been brought along into sales force 2000(no laptop & back to carrying stock)
they are exposed to increased street violence because of stock
they are looked down upon by the laptop sales force
the importance of their assignment has been diminished

Massaging egos has been necessary. Stressing job importance, productivity, results and an occasional job duty switch such as a Moonlight blitz or Subjobber program has helped to increase morale.

Personally, I feel the program is working quite well and the above attitude problem is no longer of major concern.

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Source: https://www.industrydocuments.ucsf.edu/docs/qxjy0000